ORDER

Order / Rev: 37554 Alt Order #: 08879341 Product Desc: NRSC-HELLER

Estimate:

Orders

Flight Dates: 10/10/12 - 10/16/12

Original Date / Rev:

Order Type: **GENERAL**

KLAS

Cash

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Strategic Media Services Agency Name:

Buying Contact:

Billing Contact:

3299 K St. NW

10/09/12 / 10/11/12

Washington, DC 20007

Billing Calendar: Billing Cycle:

Billing Type:

Agency Commission:

EOM/EOC 15%

Broadcast

Heller - NRSC Advertiser Name:

Demographic:

Priority:

A25-54

Product Codes:

PO1

LV4

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan **Totals**

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/16/12 23 \$24,705.00 \$20,999.25

Gross Amount Month # Spots Net Amount Rating October 2012 0.00 23 \$24,705.00 \$20,999.25 23 \$24,705.00 \$20,999.25 0.00 Totals

00:15:00

Account Executives

Sales Office Sales Region Start Date / End Date Order % Account Executive 100%

Start Of Order - End Of Order Mike Jones

											122111 22	09400	
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1	8	10/16/1	2 10/16/12	Tue 9-10p	CM	9-10p	-T	:30	2	\$2,100.00LV2	0.00 NM	2	\$4,200.00
				NCIS: LA									
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	15/12	10/21/12	-T	2	\$2,100.00	0.00			N. S.			
N 2	8	10/15/1	2 10/15/12	Mon 10-11p	CM	10-11p	M	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				Hawaii Five-O									
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	15/12	10/21/12	M	1	\$2,100.00	0.00						
N 3	8	10/10/1	2 10/10/12	Wed 8-9p	CM	8-9p	W	:30	1	\$2,200.00LV2	0.00 NM	1	\$2,200.00
				Survivor: Philippin	nes								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	08/12	10/14/12	W	1	\$2,200.00	0.00						
N 4	8	10/14/1	2 10/14/12	Sun 8-9p	CM	8-9p	S	:30	1	\$7,350.00LV1	0.00 NM	1	\$7,350.00
The Amazing Race													
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	08/12	10/14/12	S	1	\$7,350.00	0.00						
N 5	8	10/12/1	2 10/12/12	Fri 9-10p	CM	9-10p	F	:30	1	\$1,400.00LV2	0.00 NM	0	\$0.00
				Made In Jersey									
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/14/12	F		\$1,400.00	0.00						
Spot Ch Date Range Description					No. of the Control of	/End Time	_	Veekdays		The second secon	Rtg Type		
			2-10/14/12 F	ri 9-10p	9-10	p	-	F		:30(\$1,400.00)	0.00 NM		
		edited	-1										
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KLAS

Order / Rev:

37554

Advertiser:

Heller - NRSC

Alt Order #: Flight Dates: 08879341

10/10/12 - 10/16/12

79341

Product Desc: NRSC-HELLER

Estimate:

Ln Ch End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Start N 6 8 10/10/12 10/10/12 Wed 9-10p СМ 9-10p ·30 \$2,500.00LV2 0.00 NM \$2,500.00 Criminal Minds **End Date** Weekdays Spots/Week Rating Start Date Rate --W----0.00 Week: 10/08/12 10/14/12 \$2,500.00 10/10/12 10/12/12 The Talk 2-3P CM 2-3p --WTF--:30 \$375.00LV2 0.00 NM 1 \$375.00 The Talk Weekdays Spots/Week Rating Start Date **End Date** Rate 0.00 Week: 10/08/12 --WTF--\$375.00 10/14/12 10/16/12 10/16/12 Tue 10-11p CM 10-1030p :30 \$350.00LV2 0.00 NM 1 \$350.00 ET (10:00 PM-10:30 PM) Start Date **End Date** Weekdays Spots/Week Rating Rate -T----0.00 Week: 10/15/12 10/21/12 \$350.00 Tue 10-11p \$325.00LV2 0.00 NM \$325.00 10/16/12 10/16/12 CM 1030-11p :30 1 Inside Edition (10:30 PM-11:00 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00Week: 10/15/12 10/21/12 -T----\$325.00 10/10/12 10/12/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 2 \$500.00LV2 0.00 NM 2 \$1,000.00 N 10 8 News Now 5-630p M-F Start Date Weekdays Spots/Week Rating **End Date** Rate Week: 10/08/12 10/14/12 --WTF--\$500.00 0.00 10/13/12 10/13/12 ACC Football :30 \$1,050,00 N 11 CM 930a-12pm ----5-1 \$1,050.00LV1 0.00 NM 1 ACC Football Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 ----5-\$1,050.00 10/14/12 0.00 10/14/12 10/14/12 8 News Now Sun AM #2CM :30 0.00 NM N12 8 News Now Sun A----S 1 \$1,225.00LV1 \$1,225.00 1 8 News Now Sun AM #2 **Start Date End Date** Spots/Week Weekdays Rating Rate ----s Week: 10/08/12 10/14/12 1 \$1,225.00 0.00 :30 0.00 NM 10/13/12 10/13/12 8 News Now Sat 5-7p 2 \$225.00LV2 2 \$450.00 N 13 8 CM 5-7p ----5-8 News Now Sat 5-7p Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 10/08/12 10/14/12 2 \$225.00 0.00 ----s-10/13/12 10/13/12 Sat 1135p-1235a Priv Pr@M :30 1135p-1235a 1 \$95.00LV2 0.00 NM N 14 1 \$95.00 **Private Practice** Weekdays Start Date **End Date** Spots/Week Rate Rating ----S-Week: 10/08/12 10/14/12 \$95.00 0.00 10/13/12 10/13/12 Sat 135-235a Cold Squa@M 135-235am :30 \$40.00LV2 0.00 NM ----S-1 1 \$40.00 Cold Squad Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$40.00 0.00 CM 4-5a :30 0.00 NM N 16 10/10/12 10/12/12 8 News Now 4-5a --WTF--1 \$25.00LV4 1 \$25.00 8 News Now 4-5a Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--\$25.00 0.00 N17 10/10/12 10/12/12 8 News Now 4-5a CM 4-5a --WTF--:30 1 \$20.00LV3 0.00 NM \$20.00 8 News Now 4-5a Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 --WTF--\$20.00 0.00 <u>Length</u> Description Start/End Time Spot Ch Date Range **Weekdays** Rate Rtq Type (\$20.00) 0.00 NM 8 10/08/12-10/14/12 8 News Now 4-5a 4-5a --WThF----:30 See MG 17.2 8 10/10/12-10/10/12 8 News Now 4-5a --W-----4-5a :30 \$20.00 0.00 NM MG for 17.1 10/10 N 18 10/13/12 10/13/12 Sat Prime Special CM 730-10p ----S-:30 2 \$500.00LV2 0.00 NM 2 \$1,000.00 KLAS Movie: The Fan **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 ----S-10/14/12 \$500.00 0.00 N 19 10/13/12 10/13/12 ACC Football CM 930a-12pm ----s-:30 \$300.00LV2 0.00 NM \$300.00 1 **ACC Football**

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KLAS

Order / Rev:

37554

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Advertiser:

Heller - NRSC

Product Desc:

NRSC-HELLER

Alt Order #: Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 19	8	10/13/12	2 10/13/12	ACC Football ACC Football	СМ	930a-12pm	S-	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
Ma		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 20	ek: 10/ 8		10/14/12	Sat 135-235a Col	d Squa@M	\$300.00 135-235am	0.00 s-	:30	1	\$100.00LV1	0.00 NM	1	\$100.00
				Cold Squad									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Wee	ek: 10/	08/12	10/14/12	S-	1	\$100.00	0.00						
											Totala	22	\$24 ZOE OO

Totals 23 \$24,705.00